



California Council of IAIP

CA Council of IAIP Membership Report October 10, 2020

The CA Council Cabinet has been working hard to chart our C.O.U.R.S.E. **C**ommunity **O**utreach **U**sing **R**esources **S**kills and **E**ducation.

To align with Kari's vision, the Membership team has supplemented this course by providing solid examples to ignite our membership through Zoom mixers, game nights, promoting IAIP's Special Interest Communities, local outreach programs, discovering our resources, and promoting IAIP through social media.

Ignite our Membership. Go all in.

I remember repeating these two phrases last October while answering questions at Meet the Candidates and the Nominations panel. What inspired me to join IAIP is the same reason I have taken on leadership roles within the organization. We need to instill in new and current members the excitement we feel when being connected to other members in our local, council, regional, and national levels.

Current California Council Membership (Roster as of **9/17/20**, latest available): California Members-At-Large: 44

Insurance Associates of Fresno: 25

Insurance Professionals of Los Angeles: 9

Insurance Professionals of Monterey Bay: 7

Insurance Professionals of Orange County: 17

Insurance Professionals of San Gabriel Valley: 8

Insurance Professionals of Santa Barbara: 11

San Diego Association of Insurance Professionals: 23

San Francisco Insurance Professionals: 24

South Bay Association of Insurance Professionals: 24

Total California Council Membership: 192

18-19 California Membership (final roster as of 6/30/19): 259

17-18 California Membership (final roster as of 6/30/18): 282

As you can see in reviewing the last few years of data, we saw a slight decline in membership from the 2018 to 2019 term. Many past members have expressed that their employer's no longer offer membership reimbursement. This past year has seen the most significant drop in membership from 259 to 192, which is a 25.9% decrease. Most importantly, effective 7/1/20, the Insurance Professionals of Sacramento has decided to disband the local association and either become a MAL and/or join another local association.

With these statistics in mind, how do we ignite our membership? As California, we are strong, determined and dedicated individuals. Together, in charting our COURSE, we can forge ahead during these trying times to truly kindle our membership.

Being out of sight is out of mind.

We must stay present. We must stay engaged. We must stay connected. Now more than ever, individuals are looking for ways to connect. Not only are we asking new members to join us, we must lead by example, and engage with one another through social media and virtual platforms. Write an article for *Today's Insurance Professionals*. Take an IAIP course offering. Attend a general, board, or National Task Force meeting. Jump on a Happy Hour. Invite a co worker or friend to one or all of these events.

Our membership will only grow if we continue to offer value and opportunity to our members. Being engaged means staying engaged.

I have already made sure to sign up for notifications for all California local association and MAL virtual meetings (and plan to visit each association in person when we can). If you are having ANY sort of event, please remember to keep me and/or any of the Membership Team Liaisons cc'd into your event or meeting; I can promise that a cabinet member or liaison will be present at your meeting.

Let's work together to chart our COURSE and IGNITE OUR MEMBERSHIP!

Respectfully submitted,



Marcella Reynolds Beasley, MA, CIC, CISR, CRIS, MLIS, TRIP, CCIP, CIIP, CLP

Membership Liaisons:

Insurance Professionals of Monterey Bay & San Francisco Insurance Professionals **Kelly Reese, AU-M**

Insurance Associates of Fresno, Insurance Professionals of Santa Barbara, MALs **Kim Green, AIC, AIS, CPIW**

Insurance Professionals of Orange County, Insurance Professionals of San Gabriel Valley, Insurance Professionals of Los Angeles, San Diego Insurance Professionals, and South Bay Association of Insurance Professionals

Christina Hernandez, CIC, AAI

Young New Professionals

Sarah Jane Jara, CLP